**Marketing Strategy**

**April 2022 Examination**

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# Question 1. What is Value Chain Analysis? Explain process of value chain with help of an example (10 Marks)

**Ans 1.**

## Introduction

For a business to achieve success, it wishes to create value with every transaction that it makes. It turns into crucial to cater to the pleasure of themselves and their clients. The perspectives of the shareholders must also be considered. The organizations and the companies that create a more outstanding value with every sale they make generally tend to place themselves better regarding the profits earned. For an enterprise to decide the price that it creates, it's far of considerable significance to realize its price chain. Cost chain refers to the business sports and Its Half solved only

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# Question 2. Explain following defending market share strategy – Position defense, flank defense, pre- emptive defense and mobile defense strategy (10 Marks)

**Ans 2.**

## Introduction

Regardless of the industry, there has to be a leader and some followers. The leaders come up with the most considerable base of clients. Sales and sales generated with the aid of such companies are also at the better aspect. It can be stated that leaders can make enormous money while making marketing efforts. But their position within the market can continuously be subjected to some threats. That is in which shielding advertising strategies come into impact. Protecting advertising is a beneficial marketing tactic because it facilitates maintaining

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# Q3.a. Explain any one Market Follower strategy with an example. (5 Marks)

# 3.b. Explain McKinsey’s 7S Model (5 Marks)

# Ans 3a.

## Introduction

With the technological improvements inside the modern era, the lives of human beings have turned out to be lots extra truthful. but the identical can not be said with regards to the business markets. Such competition tends to provide a market chief and a marketplace follower. It has

**Ans 3b.**

**Introduction**

The 7S model proposed with the aid of McKinsey can be used as an organizational tool that enables the assessment of the well-being and future of an organization. The version considers seven internal factors that may offer a structural guide for a firm to succeed. The seven elements